SHAW ACADEMY NOTES

Diploma in Blogging & Content Marketing

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Lesson 8 Managing An Online Community

Opening

In lesson 8, we look at how important it is to engage with your audience and develop a meaningful relationship with them. We showed some examples of how important it is to manage your online reputation and discussed the benefits of Facebook Pages and Facebook Groups.

Body of the Lesson

Lesson 8, we looked at understanding how to find and act with our online community. The future of blogging is bright and among the statistics that were shared during class, one that stands out to me is that *'by 2020 consumers will manage 85% of their relationships without talking to a human'*. We looked at the dissemination of your content throughout the digital world and how you a following can be developed.

1. **Social Sighting** – A piece of content is viewed on a social platform
2. **Engagement** – Some form of engagement, a like/share/comment occurs bringing your content to more people online
3. **Become a source of interest/value** – You can find people clicking through to your site or start following you
4. **Return Visitors** – This is where you will find regular visitor coming to your site for your content. Learn as much as you can from these people, they are highly important for your growth
5. **Referrals/Actionable** – Here is where you want people to share your content regularly or convert in some other manner.

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Online Reputation Management: *It is the act of monitoring, addressing or mitigating undesirable search engine results or mentions in online media for a company or product.*

Facebook offers a few different ways to set up a profile and as a blogger you must decide between whether you should set up a Page or a Group or both. There are reasons for each, with a Page you may reach more people but a Group can provide better organic levels of engagement. Monitor and measure how your performance is with Facebook with these 2 types of reports:

- **Weekly** – To monitor daily trends and watch which type of content work the best
- **Monthly** – To make strategic decisions about major changes around the social growth of your content

Thank You For Taking The Course

Additional Notes

Thank You

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